

ORDER



WAVY

Orders
Order / Rev: 204754
Alt Order #: 06849272
Product Desc: 10/30-11/5 D.S.C.C. IE
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 09/10/12 / 09/10/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/DSCC IE
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN3307/TO232

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	40	\$56,500.00	\$48,025.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	40	\$56,500.00	\$48,025.00	0.00
Totals	40	\$56,500.00	\$48,025.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	28%	\$56,500.00
Market	100%	\$201,785.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$6,053.57
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$42,375.00
WTVZ	5%	\$10,089.29
WVBT	5%	\$10,089.29
WVEC	38%	\$76,678.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/30/12	11/02/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	- TWTF - -	1		\$2,000.00	0.00							
E 2	WAVY	11/05/12	11/05/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/30/12	11/02/12	Today Show 3 Today Show 3	CM	10a-11a	- TWTF - -	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$400.00		0.00						
E 15	WAVY	11/05/12	11/05/12	Today Show 3 Today Show 3	CM	10a-11a	M- - - - -	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$400.00		0.00						
E 16	WAVY	10/30/12	11/02/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	- TWTF - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$300.00		0.00						
E 17	WAVY	11/05/12	11/05/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M- - - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$300.00		0.00						
E 18	WAVY	10/30/12	11/02/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	- TWTF - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$1,500.00		0.00						
E 19	WAVY	11/05/12	11/05/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	M- - - - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$1,500.00		0.00						
E 20	WAVY	10/30/12	11/02/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$2,000.00		0.00						
E 21	WAVY	11/03/12	11/03/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	- - - - - S -	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$500.00		0.00						
E 22	WAVY	10/30/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TWTF - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$1,500.00		0.00						
E 23	WAVY	11/05/12	11/05/12	M-F 730-8p M-F 730-8p	CM	730-8p	M- - - - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M- - - - -	1		\$1,500.00		0.00						
E 24	WAVY	11/03/12	11/03/12	Sa 7-8p Sa 7-8p	CM	7p-8p	- - - - - S -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$300.00		0.00						
E 25	WAVY	10/30/12	10/30/12	Tue Hour 3 Tuesday 10-11p	CM	10p-11p	- T - - - -	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- T - - - -	1		\$1,600.00		0.00						
E 26	WAVY	11/01/12	11/01/12		CM	8p-9p	- - - T - - -	:30	1	\$1,400.00	P2	0.00	NM	1	\$1,400.00

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 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Thur Hour 1 Thursday 8-9p 30 ROCK/PARKS & RECREATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,400.00 0.00															
E 27	WAVY	11/01/12	11/01/12	Thur Hour 3 Thursday 10-11p	CM	10p-11p	---T---	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
ROCK CENTER NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,600.00 0.00															
E 28	WAVY	11/02/12	11/02/12	Fri Hour 2 Friday 9-10p	CM	9p-10p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$2,500.00 0.00															
E 29	WAVY	11/02/12	11/02/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
DATELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$1,600.00 0.00															
E 30	WAVY	11/03/12	11/03/12	Sat Hour 3 Saturday 10-11p	CM	10p-11p	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
DRAMA ENCORES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$800.00 0.00															
E 31	WAVY	11/04/12	11/04/12	FB Night in Amer Pre Game FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
FOOTBALL NIGHT IN AMERICA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$1,800.00 0.00															
E 32	WAVY	11/04/12	11/04/12	NFL Football NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
SUNDAY NIGHT FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$10,000.00 0.00															
E 33	WAVY	11/05/12	11/05/12	LN M-F M-F News 10 @11	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,000.00 0.00															
E 34	WAVY	11/03/12	11/03/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$2,000.00 0.00															
E 35	WAVY	11/04/12	11/04/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$2,000.00 0.00															
E 36	WAVY	10/30/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWTF-- 1 \$500.00 0.00															
E 37	WAVY	11/05/12	11/05/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$500.00 0.00															
E 38	WAVY	11/03/12	11/03/12		CM	1130p-103a	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00

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Advertiser: POL/DSCC IE
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 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SNL															
Saturday Night Live															
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1			\$800.00		0.00			
E 39	WAVY	11/03/12	11/03/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
Notre Dame Football															
NOTRE DAME FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			2			\$600.00		0.00			
													Totals	40	\$56,500.00